

Quantitative Benefits

In addition to the qualitative benefits the airport provides, a recent study quantified the economic impacts of the airport to the local community. As shown in the adjacent table, the total economic impact of the airport includes on- and off-airport businesses, visitor spending, and the spin-off effects of those impacts.

On-airport impacts represent economic activities that would not occur if the airport did not exist. They include payroll, operating and capital expenditures made by the airport, airlines, FBO's, maintenance facilities, ground transportation, etc.

Off-airport impacts represent financial transactions that occur primarily off-airport and are associated with visitor spending. These expenditures may include items such as lodging, food, entertainment, and retail purchases.

Spin-off impacts are calculated using impact multipliers, which are used to reflect the recycling of dollars through the economy.

Direct Economic Impacts		Spin-Off Economic Impacts
On-Airport	Off-Airport	
FAA, Other Government Airport Management Aircraft Maintenance Vendors Retail & Restaurant Car Rental Parking Other Ground Transportation Fixed Base Operators	<u>Visitor Dependent Businesses</u> Hotels Retail & Restaurants Travel Agents Convention Centers Tourist Destinations	Suppliers of Materials & Services to Airports, Air Dependent Businesses and Visitor Dependent Businesses <u>Responding of Worker Income</u> Consumer Product and Service Sales
7 Jobs \$181,000 in Payroll \$415,000 in Economic Activity	14 Jobs \$235,000 in Payroll \$601,000 in Economic Activity	12 Jobs \$304,000 in Payroll \$871,000 in Economic Activity
33 Jobs, \$720,000 in Wages, \$1.89M in Economic Activity		

Totals may not add due to rounding

NEW KENT COUNTY AIRPORT



An Assessment of Economic Impacts

AIRPORT LAYOUT



0 1000 2000 FT



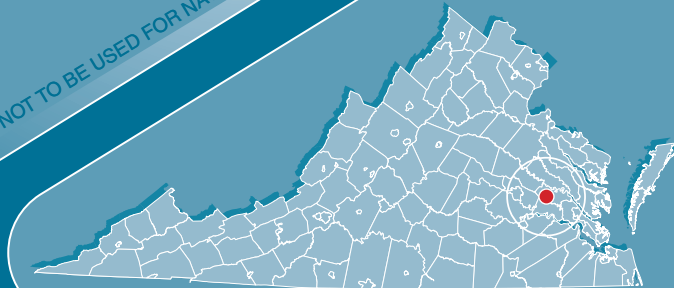
3600' X 75' (ASPH) MRL

APRON

T-HANGARS

ACCESS RD.

NOT TO BE USED FOR NAVIGATIONAL PURPOSES



New Kent County Airport (W96), situated 15 minutes east of downtown Richmond and 30 minutes west of Williamsburg, Virginia, serves a locale steeped in Civil War and early American colonial history. The airport's central location on the Virginia Peninsula facilitates access to the area's many natural and national treasures.

Qualitative Benefits

The airport contributes extensive quality-of-life benefits to the community through its support of public promotional events, Civil Air Patrol search and rescue activities, aviation related training, law enforcement operations, and educational programs such as the Young Eagles. In addition, the airport serves as a base of operations for banner towing, flight training, photo flights, aircraft rental, NASCAR races, and is a vital portal for thoroughbred owners and trainers traveling to the nearby Colonial Downs.

NEW KENT COUNTY AIRPORT

Prepared by the Virginia Department of Aviation for New Kent County